ABSTRACT OF THE DISCLOSURE

According to another embodiment of the invention, an approach is provided for estimating how a particular user would rate a particular item from a plurality of items. The approach is applicable to any type of items, including rental items such as movies, music and games, and the invention is not limited to any particular type of item. One or more items from the plurality of items that have ratings similar to the particular item are identified. Then, one or more other users are identified that have given ratings to the one or more items that are substantially similar to ratings given by the particular user to the one or more items. Finally, an estimation is made of how the particular user would rate the particular item based upon ratings for the particular item given by the one or more other users.